

# EMW-2016-CA-APP-00178

## Application Information

**Application Number:** EMW-2016-CA-APP-00178

**Funding Opportunity Name:** FY 2016 Countering Violent Extremism Grants

**Funding Opportunity Number:** DHS-16-OCP-132-00-01

**Application Status:** Pending Review

## Applicant Information

**Legal Name:** Peace Catalyst International INC

**Organization ID:** 17910

**Type:** Nonprofit having 501(c)(3) status with IRS, other than institutions of higher education

**Division:**

**Department:**

**EIN:** (b) (6)

**EIN Shared With Organizations:**

**DUNS:** 023183917

**DUNS 4:**

**Congressional District:** Congressional District 06, CO

## Physical Address

**Address Line 1:** 8390 E Crescent Pkwy Ste 500

**Address Line 2:** [Grantee Organization > Physical Address > Address 2]

**City:** Greenwood Village

**State:** Colorado

**Province:**

**Zip:** 80111-2814

**Country:** UNITED STATES

## Mailing Address

**Address Line 1:** 8390 E Crescent Pkwy Ste 500

**Address Line 2:** [Grantee Organization > Mailing Address > Address 2]

**City:** Greenwood Village

**State:** Colorado

**Province:**

**Zip:** 80111-2814

**Country:** UNITED STATES

## SF-424 Information

### Project Information

**Project Title:** A Lived Counter-Narrative: Faith Communities Undermining Reciprocal Extremist Narratives

**Program/Project Congressional Districts:** Congressional District 07, CO

**Proposed Start Date:** Thu Dec 01 00:00:00 EST 2016

**Proposed End Date:** Fri Nov 30 00:00:00 EST 2018

**Areas Affected by Project (Cities, Counties, States, etc.):** AZ, CA, CO, ID, KY, NC, NE, OH, TX, VA, WA, WI, affecting over 30 U.S. cities

## Estimated Funding

Funding Source	Estimated Funding (\$)
Federal Funding	\$95000
Applicant Funding	\$0
State Funding	\$0
Local Funding	\$0
Other Funding	\$49000
Program Income Funding	\$0
<b>Total Funding</b>	<b>\$144000</b>

Is application subject to review by state under the Executive Order 12373 process? Program is not covered by E.O. 12372.

Is applicant delinquent on any federal debt? false

## Contacts

Contact Name	Email	Primary Phone Number	Contact Types
Rebecca Brown	(b) (6)	(b) (6)	Authorized Official Signatory Authority Primary Contact
Rick Love	(b) (6)	(b) (6)	Secondary Contact

## SF-424A

### Budget Information for Non-Construction Programs

Grant Program: Countering Violent Extremism Grant Program

CFDA Number: 97.132

Budget Object Class	Amount
Personnel	\$25000
Fringe Benefits	\$0
Travel	\$40000
Equipment	\$0
Supplies	\$12000
Contractual	\$7000
Construction	\$0
Other	\$1500
Indirect Charges	\$9500
Non-Federal Resources	Amount
Applicant	\$0
State	\$0
Other	\$1500
Income	Amount
Program Income	\$0

How are you requesting to use this Program Income? [\$budget.programIncomeType]

Direct Charges Explanation:

Indirect Charges explanation:

## **Forecasted Cash Needs (Optional)**

	<b>First Quarter</b>	<b>Second Quarter</b>	<b>Third Quarter</b>	<b>Fourth Quarter</b>
<b>Federal</b>	\$	\$	\$	\$
<b>Non-Federal</b>	\$	\$	\$	\$

## **Future Funding Periods (Years) (Optional)**

<b>First</b>	<b>Second</b>	<b>Third</b>	<b>Fourth</b>
\$	\$	\$	\$

**Remarks:**

## **SF-424C**

### **Budget Information for Construction Programs**

### **Assurances for Non-Construction Programs**

**Form not applicable?** false

**Signatory Authority Name:** Rebecca Brown

**Signed Date:** Tue Sep 06 00:00:00 EDT 2016

**Signatory Authority Title:** Director of Development

### **Certification Regarding Lobbying**

**Form not applicable?** false

**Signatory Authority Name:** Rebecca Brown

**Signed Date:** Tue Sep 06 00:00:00 EDT 2016

**Signatory Authority Title:** Director of Development

### **Disclosure of Lobbying Activities**

**Form not applicable?** true

**Signatory Authority Name:** Rebecca Brown

**Signed Date:**

**Signatory Authority Title:**

---

## CERTIFICATION REGARDING LOBBYING

### Certification for Contracts, Grants, Loans, and Cooperative Agreements

The undersigned certifies, to the best of his or her knowledge and belief, that:

(1) No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

(2) If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions.

(3) The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly. This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

### Statement for Loan Guarantees and Loan Insurance

The undersigned states, to the best of his or her knowledge and belief, that:

If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the undersigned shall complete and submit Standard Form-LLL, "Disclosure of Lobbying Activities," in accordance with its instructions. Submission of this statement is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required statement shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

<b>* APPLICANT'S ORGANIZATION</b> Peace Catalyst International, INC		
<b>* PRINTED NAME AND TITLE OF AUTHORIZED REPRESENTATIVE</b>		
Prefix: <input type="text" value="Mrs."/>	* First Name: <input type="text" value="Rebecca"/>	Middle Name: <input type="text" value="Charlene Ewing"/>
* Last Name: <input type="text" value="Brown"/>	Suffix: <input type="text"/>	
* Title: <input type="text" value="Director of Development"/>		
* SIGNATURE: <input type="text" value="Rebecca Brown"/>	* DATE: <input type="text" value="08/29/2016"/>	

**Application for Federal Assistance SF-424**

* 1. Type of Submission:	* 2. Type of Application:	* If Revision, select appropriate letter(s):	
<input type="checkbox"/> Preapplication <input checked="" type="checkbox"/> Application <input type="checkbox"/> Changed/Corrected Application	<input checked="" type="checkbox"/> New <input type="checkbox"/> Continuation <input type="checkbox"/> Revision	<input type="text"/> <input type="text"/>	
* 3. Date Received:	4. Applicant Identifier:		
08/29/2016	<input type="text"/>		
5a. Federal Entity Identifier:	5b. Federal Award Identifier:		
<input type="text"/>	<input type="text"/>		
<b>State Use Only:</b>			
6. Date Received by State:	7. State Application Identifier:		
<b>8. APPLICANT INFORMATION:</b>			
* a. Legal Name: Peace Catalyst International, INC			
* b. Employer/Taxpayer Identification Number (EIN/TIN):  (b) (6)		* c. Organizational DUNS:  023183917000	
<b>d. Address:</b>			
* Street1:	8390 E Crescent Pkwy Ste 500		
Street2:	<input type="text"/>		
* City:	Greenwood Village		
County/Parish:	<input type="text"/>		
* State:	CO: Colorado		
Province:	<input type="text"/>		
* Country:	USA: UNITED STATES		
* Zip / Postal Code:	80111-2814		
<b>e. Organizational Unit:</b>			
Department Name:	Division Name:		
<input type="text"/>	<input type="text"/>		
<b>f. Name and contact information of person to be contacted on matters involving this application:</b>			
Prefix:	Mrs.	* First Name:	Rebecca
Middle Name:	<input type="text"/>		
* Last Name:	Brown		
Suffix:	<input type="text"/>		
Title:	<input type="text"/>		
Organizational Affiliation:			
<input type="text"/>			
* Telephone Number:	(b) (6)	Fax Number:	<input type="text"/>
* Email:	(b) (6)		

## Application for Federal Assistance SF-424

### \* 9. Type of Applicant 1: Select Applicant Type:

M: Nonprofit with 501C3 IRS Status (Other than Institution of Higher Education)

Type of Applicant 2: Select Applicant Type:

Type of Applicant 3: Select Applicant Type:

\* Other (specify):

### \* 10. Name of Federal Agency:

Department of Homeland Security - FEMA

### 11. Catalog of Federal Domestic Assistance Number:

97.132

CFDA Title:

Financial Assistance for Countering Violent Extremism

### \* 12. Funding Opportunity Number:

DHS-16-OCP-132-00-01

\* Title:

FY 2016 Countering Violent Extremism Grants

### 13. Competition Identification Number:

Title:

### 14. Areas Affected by Project (Cities, Counties, States, etc.):

 Add Attachment Delete Attachment View Attachment

### \* 15. Descriptive Title of Applicant's Project:

A Lived Counter-Narrative: Faith Communities Preventing Expansion of Violent Extremism

Attach supporting documents as specified in agency instructions.

## Application for Federal Assistance SF-424

### 16. Congressional Districts Of:

\* a. Applicant

\* b. Program/Project

Attach an additional list of Program/Project Congressional Districts if needed.

### 17. Proposed Project:

\* a. Start Date:

\* b. End Date:

### 18. Estimated Funding (\$):

* a. Federal	<input type="text" value="95,000.00"/>
* b. Applicant	<input type="text" value="0.00"/>
* c. State	<input type="text" value="0.00"/>
* d. Local	<input type="text" value="0.00"/>
* e. Other	<input type="text" value="49,000.00"/>
* f. Program Income	<input type="text" value="0.00"/>
* g. TOTAL	<input type="text" value="144,000.00"/>

### \* 19. Is Application Subject to Review By State Under Executive Order 12372 Process?

- a. This application was made available to the State under the Executive Order 12372 Process for review on .
- b. Program is subject to E.O. 12372 but has not been selected by the State for review.
- c. Program is not covered by E.O. 12372.

### \* 20. Is the Applicant Delinquent On Any Federal Debt? (If "Yes," provide explanation in attachment.)

Yes  No

If "Yes", provide explanation and attach

21. \*By signing this application, I certify (1) to the statements contained in the list of certifications\*\* and (2) that the statements herein are true, complete and accurate to the best of my knowledge. I also provide the required assurances\*\* and agree to comply with any resulting terms if I accept an award. I am aware that any false, fictitious, or fraudulent statements or claims may subject me to criminal, civil, or administrative penalties. (U.S. Code, Title 218, Section 1001)

\*\* I AGREE

\*\* The list of certifications and assurances, or an internet site where you may obtain this list, is contained in the announcement or agency specific instructions.

### Authorized Representative:

Prefix:  \* First Name:

Middle Name:

\* Last Name:

Suffix:

\* Title:

\* Telephone Number:

Fax Number:

\* Email:

\* Signature of Authorized Representative:

\* Date Signed:

FY 2016 Countering Violent Extremism Grants • DHS-16-OCP-132-00-01  
Department of Homeland Security - FEMA

**Congressional Districts Affected for “A Lived Counter Narrative”**

Peace Catalyst International, INC • EIN: 45-4985656 • DUNs: 0231839170000

<b>City</b>	<b>State</b>	<b>Congressional District</b>
Columbus	OH	OH 3, OH 15, OH 12
Seattle	WA	WA 7, WA 9
Davis	CA	CA 3
Louisville	KY	KY 3
Richmond/Charlottesville	VA	VA 3, VA 5, VA 7
Raleigh	NC	NC 2, NC 4, NC 13
Boise	ID	ID 1, ID 2
Denver	CO	CO 1, CO 6, CO 7
Raleigh	NC	NC 2, NC 4, NC 13
Milwaukee	WI	WI 5, WI 4
Dallas	TX	TX 30, TX 32
Phoenix	AZ	AZ 6, AZ 7, AZ 9
Camarillo	CA	CA 49
Omaha	NE	NE 2

## EXECUTIVE SUMMARY

**Activities:** Undermining reciprocal extremist narratives by empowering grassroots leaders to implement and evaluate cross-faith counter-radicalization peacemaking actions across the U.S.

- Faith Leaders Network Conferences (2) addressing community-led CVE responses to Anti-Muslim Extremist and Islamic Violent Extremist radicalization
- Local Activations launching initiatives in cities throughout the country promoting cross-faith community engagement

**Proposed cost for the federal government:** \$95,000

**Cost per activity:** Faith Leaders Conferences: \$100,338 • Local Activations: \$42,950

**Other organizations involved:** Current partners include a range of Muslim, Christian, and secular actors in each city of operation with whom we will collaborate.

Organization-wide partners to be leveraged during the project include Duke Center for Reconciliation (conferences host), Alliance for Peacebuilding, Center for Islam and Religious Freedom, Institute for Global Engagement, International Center for Religion and Diplomacy, The Shoulder to Shoulder Campaign, and Evangelicals for Peace.

**Number of persons or organizations directly impacted:** 40-50 faith leaders will participate in the annual conferences, with local, cross-nation impact reaching between 2000-2500 individuals.

**Geographic / On-line reach:** Dissemination of Lived Counter Narrative to at-risk individuals will predominately be in-person. Peace Catalyst staff directly serves the following states: AZ, CA, CO, ID, KY, NC, NE, OH, TX, VA, WA, WI, affecting over 30 U.S. cities in all regions of the United States of America (U.S.). On-line reach will include, at minimum, 2500 facebook users, not including those impacted by partner organization social media outlets.

**Other key aspects:** Conference facilities will be provided in-kind by Duke University

A LIVED COUNTER-NARRATIVE:  
*Faith Communities Building Resilience by  
Interrupting Reciprocal Extremist Narratives*

ORGANIZATION:



FOCUS AREA:  
Developing Resilience

### **TECHNICAL MERIT**

Peace Catalyst International (PCI) specializes in building constituencies for peace with Muslims from within the Evangelical community. Our multi-faceted activities make peace **between** and build peace **through** both groups. When paired with the strength of our longstanding local Muslim partners, PCI stands in a unique position to address and alter attitudes that contribute to the viability of violent extremist (VE) recruiting mechanisms across the U.S. and to build community resilience to the drivers of radicalization. PCI has dozens of local networks in place impacting more than 6000 people through our teaching and training in 2015 alone.

By equipping leaders from around the nation to implement localized and relational community-led Countering Violent Extremism (CVE) strategies, we will design a Lived Counter-Narrative to that which is propagated for radicalization to violence. Since these actions will take place collaboratively between Muslims and Christians, we will disrupt false binaries<sup>1</sup> presented by the reciprocal radicalization ideologies of both Islamic Violent Extremists and Anti-Muslim Extremists. Narratives addressed:

- Propagated by Islamic Violent Extremists: *Islam is at war with the West (Christians and the U.S., in particular), therefore violence toward non-Muslims is a justified expression of Muslim religious identity.*<sup>2</sup>
- Propagated by Anti-Muslim Violent Extremists: *Muslims in America pose a threat to our society, therefore prejudiced actions and violence toward Muslims is a justified expression self-defense.*<sup>3</sup>

By equipping faith leaders with CVE principles we are expanding the network of community improvement structures and diversifying those implementing CVE strategies across the nation beyond a law-enforcement structure, as well as capitalizing on inherently trusted parties and relationships connected to vulnerable populations.

---

<sup>1</sup>Braddock, K. & Horgan J. (2015). "Towards a Guide for Constructing and Disseminating Counternarratives to Reduce Support for Terrorism." *Studies in Conflict & Terrorism*, 39:5, 381-404.

<sup>2</sup>Bockstette, C. (2009) "Taliban and Jihadist terrorist use of strategic communication." *Connections: The Quarterly Journal*, 8.3.

<sup>3</sup>See data published in Abdelkader, E. (2016). "When Islamophobia Turns Violent: The 2016 U.S. Presidential Election." *The Bridge Initiative*, Georgetown University Center for Muslim-Christian Understanding. Washington: DC.

## PHASE I - FAITH LEADERS NETWORK CONFERENCE 2017

The first A Lived Counter-Narrative (the Project) is to increase the capacity of leaders from across the nation to design local CVE actions. The Conferences convened during the grant period will establish an informed, uniquely relational network of Muslim and Evangelical Christian leaders across state borders, in every region of the U.S. This gathering will include ongoing **Working Groups** between conferences to amplify the impact of the network.

We will do this by convening the **Faith Leaders Network Conference (FLN Conference)** in 2017. In partnership with Duke University, PCI will host a gathering of approximately 40 leaders, at least one Muslim and one Christian from each PCI city. Conference guests (participants) will include faith leaders with pre-established relationships from communities in which PCI staff are working. At the inaugural FLN Conference, leaders will:

- Enhance understanding of VE in the U.S.
- Increase capacity for implementation of research-based, effective CVE programs
- Build a relational network for sharing best-practices

In order to ensure the greatest community impact, leaders selected for participation will:  
1) Have shown promise for inter-religious peacebuilding 2) Represent diversity within the Muslim and Evangelical Christian community, intentionally including women leaders.

Speakers will include academics and practitioners with expertise in the CVE field. PCI will provide accommodations and travel to the Conference for participants.

Conference topics tentatively include:

- **Understanding the Threat:** The narrative of violent extremism amidst our faith communities and current faith-based responses
- **Drivers of radicalization:** Understanding what puts a community member at risk
- **Multi-Disciplinary Teams in Countering Violent Extremism:** Community collaboration and the importance of a faith leaders' role in peacemaking
- **Community Resilience and Prevention Plans:** defining community-based solutions and implementing a plan

- **Activation Launch:** models for civic engagement between Muslims and Christians and evaluation options

Papers presented at the conference and power points will be distributed to participants. As long as presented content will not interfere with trust and influence in local communities, resources may also be published on the PCI website. Specific participants will write summaries of FLN Conference presentations and narrative reflections on their experience at the FLN Conference to be published on the PCI blog, social media, and partner organization communication streams.

## PHASE II - LOCAL ACTIVATIONS

Returning to communities in which they already have established relationships, **Working Groups** from the FLN Conference will implement subsequent **Local Activations** across the country as informed by the FLN Conference. These Local Activations will be tailored to the needs of each community and will “address structural factors that drive vulnerability and risk”<sup>4</sup> such as racism and significance loss.<sup>5</sup> The Local Activations will build general community resilience by fostering inclusivity through relational conflict resolution trainings, cross-cultural programs, and community service. By equipping insiders faith communities, local programs will inherently be culturally responsive, as recommended by the National Consortium for the Study of Terrorism and Responses to Terrorism (START).<sup>6</sup>

The importance of local PCI partnerships is paramount regarding implementation of Local Activations. For example, one of our 15 U.S. cities Louisville, Kentucky, has become known as the most compassionate city in the world. PCI is playing a formative role in the city’s relations with Muslims: PCI Regional Director, Martin Brooks, is currently working with Mayor Fischer’s Office for Globalization to create a strategy to

<sup>4</sup> Weine, S. M., Ellis, B. H., Haddad, R., Miller, A. B., Lowenhaupt, R., & Polutnik, C. (2015) “Lessons Learned from Mental Health and Education: Identifying Best Practices for Addressing Violent Extremism,” Final Report to the Office of University Programs, Science and Technology Directorate, U.S. Department of Homeland Security. College Park, MD: START.

<sup>5</sup> Lyons-Padilla, S., Gelfand, M. J., Mirahmadi, H., Farooq, M., & van Egmond, M. (2015). Belonging nowhere: Marginalization & radicalization risk among Muslim Immigrants. *Behavioral Science & Policy*, 1(2).

<sup>6</sup> Weine, et al.

effectively assimilate refugees and the foreign born. Partnerships extend into religious settings as well; for example, in 2016 Brooks arranged for Syrian Imam Al Moutem from Westport Road Mosque to appear in a Sunday morning service with 2000 Christians to explain Islam. Additionally, PCI Louisville partners with Metro Police Department Office of Homeland Security, Interfaith Paths to Peace, Global Human Project, Pakistani Physicians Association, Young Somalis of Louisville, Muslim Americans for Compassion, and Fons Vitae Publisher, among others. PCI Louisville is one example of the extent of the relational networks PCI staff bring to the project.

All Local Activation Working Groups will explore design and implementation of Community Resilience and Prevention Plans by collaborating with a multi-disciplinary team, including members from at least 4 of the following 8 categories of expertise: Government, Philanthropy, Law Enforcement, Education, Business, Mental Health, Civic Engagement, Youth Workers. Working groups will report the development of these plans, including challenges, at the second FLN Conference (details below).

While Local Activations may include new, creative projects, Working Groups will ideally embed these activities in existing programs and organizations.<sup>7</sup> PCI strategy already improves the quality of life for Muslims by providing opportunities for cross-faith experiences and by equipping dominant-culture Christians to positively interact with Muslims. Current PCI community initiatives include **Programs** such as *Love Your Neighbor Dinners* consisting of meal, or series of meals, coordinated by a Mosque-Church collaboration to educate both communities on the other faith's perspective on love; **Relational Learning** such as *Peace Feasts* establishing personal relationships and familiarity between faith communities over a meal and educational talk; **Community Service** for the common good of both faith communities such as *Walking with Refugees*, which provides services to the underserved Muslim refugee population in Boise, Idaho.

Finally, Working Groups must construct and implement an evaluation that incorporates measurement elements from the only current evidence-based

---

<sup>7</sup> Weine, et al.

community-led CVE program in the U.S., World Organization for Resource Development and Education. By utilizing these evidence-based CVE outcomes this project's evaluation can contribute to the broader CVE field.<sup>8</sup>

### PHASE III - FAITH LEADERS NETWORK CONFERENCE 2018

For continuity of relationships, the second FLN Conference (2018) reconvenes those leaders who participated in the first conference (with some additional guests) for a more roundtable-style gathering, with some educational presentations. Conference participants will critically evaluate the previously implemented Local Activation strategies and discuss prepared Community Resilience and Prevention Plans. Presentations may include:

- **The Power of Relationships:** how peers and family members impact the radicalization to violence of a vulnerable individual
- **Amplifying the Impact through Peer Gatekeeper Training:** disseminating the story of a Lived Counter-Narrative through peers and family<sup>9</sup>

While Local Activations represent only a small portion of all PCI activities, these specific projects are designed to be critically evaluated at the second FLN Conference, with results disseminated across the nation to practitioners.

These Local Activations will not only reduce antagonistic attitudes between the two faith communities, thereby reducing general violence, they will create a lived-experience counter-narrative to violent extremist recruiting in dozens of U.S. cities. The two years of FLN Conferences will accelerate the cross-pollination of these vital practices between the multi-faith partners from across the U.S.

---

<sup>8</sup> Williams M., Horgan J., Evans W. (2016). "Evaluation of a Multi-Faceted, U.S. Community-Based, Muslim-Led CVE Program."

<sup>9</sup> Weine, et al.

## NEEDS ANALYSIS

### RISK FACTORS FOR RADICALIZATION TO VIOLENCE

Predictors of radicalization to violence are myriad and risk-factors are difficult to narrow;<sup>10</sup> however, **marginalization, exacerbated by discrimination, is commonly cited throughout CVE research as strongly correlated with loss of significance leading to increased vulnerability to radicalization.**<sup>11</sup> Muslim immigrants who are marginalized are “shown to be at risk for a number of negative outcomes in domains ranging from health to happiness to school and work adjustment... Experiences of discrimination... lead to greater support for radicalism, which promises a sense of meaning and life purpose.”<sup>12</sup> Unfortunately, in 2010 the FBI reported that Muslims in America disproportionately experience religiously-motivated hate crimes—experiencing about 13% of the crimes while representing about 1% of the population.<sup>13</sup>

**The rhetoric generated against Muslims** as a group creates a fear that impacts Muslim Americans in their everyday lives, as confirmed by 52% of Muslim Americans who reported experiencing racial or religious discrimination to Gallup.<sup>14</sup> This is not just a perceived threat: since March 2015 anti-Muslim violence has included about 180 incidents: 12 murders; 34 physical assaults; 49 verbal assaults/threats; 56 acts of vandalism; 9 arsons; and 8 shootings or bombings, among other incidents.<sup>15</sup>

**Specifically among Evangelicals**, Islamophobia is real: according to one study of Evangelical pastors, “59% agree with Franklin Graham’s characterization of Islam as ‘a very evil and a very wicked religion.’”<sup>16</sup> This Anti-Muslim sentiment is at a rate of nearly three times that recorded by the general population: “At least 1 in 5 Americans reported negative views of American Muslims since 2000.” Notably, according to the same study, 60% of Americans polled from 1993-2014 say they do not personally know

---

<sup>10</sup> Weine, et al.

<sup>11</sup> Lyons-Padilla et al.

<sup>12</sup> ibid.

<sup>13</sup> U.S. Commission on Civil Rights. (2014) “Federal Civil Rights Engagement with Arab and Muslim American Communities Post 9/11: A Briefing Before The United States Commission on Civil Rights Held in Washington, DC.”

<sup>14</sup> Gallup. (2010) “Islamophobia: Understanding Anti-Muslim Sentiment in the West.”

<sup>15</sup> Abdelkader, E.

<sup>16</sup> Cannon Green, Lisa. (2015) “New study: Pastors grow more polarized on Islam.” Lifeway Research.

a Muslim.<sup>17</sup> When asked to rate warmth toward other religious groups, white Evangelicals assign Muslims in the most negative category.<sup>18</sup>

According to the White House, “Violent extremists prey on the disenchantment and alienation that discrimination creates, and they have a vested interest in anti-Muslim sentiment.”<sup>19</sup> Failing to interrupt Anti-Muslim rhetoric and subsequent violence generated in its wake, weakens any successful CVE strategy for addressing either Anti-Muslim or Islamic Violent Extremism.

### **REDUCING THE RISK**

With this Project PCI is designing A Lived Counter-Narrative constructed of cross-faith community peacemaking initiatives—a direct affront to the false binaries of both Anti-Muslim and Islamic Violent Extremists propagating antagonism between the two groups. As recommended by START, rather than approaching the projects with an explicit CVE approach, PCI will be “Promoting well-being across a community... reducing practical adversities that may contribute to frustration and grievance, as well as reducing stigma.”<sup>20</sup>

**A Lived Counter-Narrative, constructed across the nation, builds community resilience by creating a relational system of stories.** The Project subtly but powerfully undermines the reciprocal Extremist narrative: when Muslims and Christians work together, members of each group carry the lived experience of collaboration, which will then affect vulnerable individuals within each community who can only be reached by trusted peers or family members.

The model reduces fear often associated with peer-gatekeepers shepherding at-risk individuals toward formal CVE structures: “The predominant reason underlying individuals’ reluctance to reach out to CVE-relevant service providers was fear of the

---

<sup>17</sup>The Bridge Initiative

<sup>18</sup>Pew Research Center. (2014). “How Americans Feel About Religious Groups.”

<sup>19</sup>The White House. (2011). “Empowering Local Partners to Prevent Violent Extremism in the United States.”

<sup>20</sup>Weine et al.

potential repercussions.”<sup>21</sup> The person who has a positive cross-faith experience through PCI is able to informally relate that Lived Counter-Narrative to at-risk individuals by simply telling a story of an event he or she (or his/her family member) participated in, which may also overcome gatekeeper fears by “offering associate-gatekeepers control over a means of communication.”<sup>22</sup> This long-term preventative approach is based on pre-existing trusted relationship which is more sustainable than attempting to launch newly constructed community-led CVE teams.

Successful counter-narratives work “not only by the content that comprises it, but also by how (and by whom) it is disseminated... An expertly constructed counter-narrative will be dismissed if the target audience recognizes its author as an enemy to the group.”<sup>23</sup> According to the White House, “It will be more effective to empower communities to develop credible alternatives that challenge violent extremist narratives rather than having the Federal Government attempt to do so.”<sup>24</sup> The Lived Counter-Narrative is experienced as an alternative to the online-based Extremist narrative and is effectively transferred to vulnerable individuals through relational networks. This method enhances effectiveness as “peers and members of one’s social network are perceived as less authoritative and controlling.”<sup>25</sup>

Finally, the entire project, including both FLN Conferences, provides the impetus of evaluation from an ongoing network of faith-based practitioners who are implementing these kinds of effective community-led CVE projects. This project educates faith-leaders, pairs them with local actions, and provides the opportunity for evaluation—a series of activities directly related to the START Best Practice recommendation of emphasizing “Professional Development: Build capacity of helping professionals,” including religious leaders.<sup>26</sup>

---

<sup>21</sup> Williams, M. J., Horgan, J. G., & Evans, W. P. (2016). “The critical role of friends in networks for countering violent extremism: Toward a theory of vicarious help-seeking.” *Behavioral Sciences of Terrorism and Political Aggression*, 8(1), 45-65.

<sup>22</sup> Williams et al. “The critical role...”

<sup>23</sup> Braddock et al.

<sup>24</sup> White House. (2011). “National Strategy for Empowering Local Partners to Prevent Violent Extremism in the United States.”

<sup>25</sup> Braddock et al.

<sup>26</sup> Weine et al.

## METHODOLOGY: DEFINING SUCCESS

<b>Phase I: Faith Leaders Network Conference (2017)</b> GOAL: Build faith leader capacity to implement local, cross-faith CVE activities				
Resources	Activities	Outputs (anticipated)	Outcomes (Targets - % of anticipated)	Indicator
<ul style="list-style-type: none"> <li>- Human resources (planning &amp; operations)</li> <li>- Venue</li> <li>- Travel</li> <li>- Food</li> <li>- Lodging</li> </ul>	Participants convene for FLN Conference in 2017	<p>Number of attendees (45)</p> <p>Diverse representation Muslim/Evangelical religious schools; gender; ethnicity</p>	<p><b>Participants bolster partnerships across state borders for community-led CVE (80%)</b></p> <p><b>Participants improve previously existing relationships with local partners (90%)</b></p>	Participant Survey
<ul style="list-style-type: none"> <li>- Facilitators</li> <li>- Presenters</li> <li>- Presentation Technology</li> <li>- Media staff to publish documentation</li> </ul>	<ul style="list-style-type: none"> <li>- FLN Conference presentations</li> <li>- Online publication of and reflections on presented topics (as appropriate)</li> </ul>	<ul style="list-style-type: none"> <li>- Topics list (5-7)</li> <li>- Reflective pieces published online (15-25)</li> <li>- Social Media posts (50+)</li> </ul>	<p><b>Participants enhance understanding of VE in the U.S. in each faith community (80%)</b></p> <p><b>Participants enhance capacity to implement local CVE strategies (80%)</b></p>	Participant Survey, conference follow up (narrative)

<b>Phase II: Local Activations (2017-2018)</b> GOAL: Working Groups construct and implement local community-improvement initiatives to foster inclusivity				
Resources	Activities	Outputs (anticipated)	Outcomes (Targets - % of anticipated)	Indicator
<ul style="list-style-type: none"> <li>- Human resources (planning)</li> <li>- Local Travel</li> <li>- Meeting supplies</li> </ul>	Working Groups prepare Community Resilience and Prevention Plans	<ul style="list-style-type: none"> <li>- Number of plans drafted (15)</li> <li>- Number of plans completed during grant period (15)</li> <li>- Multidisciplinary teams formed (minimum of 6 members each city)</li> </ul>	<b>Participating cities enhance preparedness to construct ongoing community-led CVE initiatives (60%)</b>	Completed written plan
- Human resources	Working Groups	- Number of projects (20)	<b>Participating cities increase opportunities</b>	Project plans

- Local Travel	design local cross-faith peacebuilding projects		<b>for in-person relationships between Christians &amp; Muslims (75%)</b>	written (with proposed evaluation)
- Presenters - Meeting supplies - Human resources	Local Activations (vary based on community needs)	- Number of attendees (2000-2500) - Cross-faith representation (35% from each faith group)	<b>Individual local participants gain confidence in positive, respectful Muslim-Christian relationships (80%)</b>	Locally designed project evaluation <sup>1</sup>

<b>Phase III: Faith Leaders Network Conference (2018)</b> GOAL: Evaluate Local Activations and increase faith leader capacity to amplify Lived Counter-Narrative				
<b>Resources</b>	<b>Activities</b>	<b>Outputs (anticipated)</b>	<b>Outcomes (Targets - % of anticipated)</b>	<b>Indicator</b>
- Human resources - Facilitators - Venue, Food, Lodging - Travel	Participants evaluate Local Activations and Community Resilience Plans	- Presentation notes (20) - Compiled evaluation documents (20)	<b>Participants enhance understanding of national challenges and best practices of tested CVE activities (80%)</b>	Participant Survey, conference follow up (narrative)
- Presenters - Presentation Technology - Media staff to publish documentation	Conference presentations: disseminating the Lived Counter-Narrative	- Number of presentations (3-4)	<b>Participants increase capacity for peer gatekeeper training (80%)</b>	Participant Survey, conference follow up (narrative)
- Staff (compile conference outcomes) - Media staff (publish documentation)	Best practices made available to CVE practitioners	- Number of additional practitioners/organizations informed by findings (100) - Online publication (when appropriate) of findings	<b>National network of CVE practitioners increases capacity for effective community-led CVE initiatives (70%)</b>	Record of newly informed organizations reviewing materials

<sup>1</sup> Based upon the evaluation elements as presented by Williams M., Horgan J., Evans W. (2016). "Evaluation of a Multi-Faceted, U.S. Community-Based, Muslim-Led CVE Program."

### EXPERTISE

For the past 7 years PCI has empowered change among Muslim and Christian leaders by developing authentic cross-cultural relationships and grassroots peacemaking initiatives. As a Jesus-centered Evangelical organization, **PCI has a unique insider position to alter the destructive attitudes held by many Evangelicals.** By utilizing our understanding of Evangelical culture, we create safe relational experiences for Christians to learn alongside Muslims, thereby reducing fear-based prejudice toward Muslims and interrupting a cycle of violence perpetuating the success of both Anti-Muslim and Islamic Violent Extremists. Our relational methods have always created a Muslim-supportive narrative in our Evangelical networks.

Since 2010, our work has expanded rapidly with 28 staff in 15 U.S. cities working tirelessly to inspire pragmatic peacemaking. While our staff and even our local Muslim or Christian partners may not often have direct contact with those populations most at-risk for radicalization, our vast relational networks are in connection to peer gatekeepers. Last year alone we:

- Provided conflict-related teachings and trainings **to over 6000 people,**
- Hosted at least one respectful, relational Muslim-Christian program a week across the nation, **impacting over 2000 people;**
- Directly **influenced over 76 cross-faith leaders**

PCI has a history of launching self-sustaining national networks: after three years of vision casting, PCI catalyzed a network of ten major evangelical organizations called Evangelicals for Peace.<sup>27</sup> PCI also has experience convening leaders at a national level through our co-leadership role at the Religious Freedom & Islamophobia Conference with International Center for Religion and Diplomacy and the National Dialogue Institute of Temple University. Finally, PCI Executive Director serves on the Global Advisory Council for the Peacebuilding Evaluation Consortium's *Effective Inter-religious Action in Peacebuilding Initiative*. This network of peacebuilding experts and information gained from the Council will inform the Project's development.

---

<sup>27</sup> See Evangelicals for Peace website: <http://www.evangelicalsforpeace.org>

**A Lived Counter-Narrative Project Budget Detail • Peace Catalyst International**  
 Fiscal Year 2016 Countering Violent Extremism Grant Program • Department of Homeland Security

		Conferences	Local Activation	Narrative
<b>Personnel</b>				
Executive Director	\$5,000	\$4,000	\$1,000	Executive Director, Rick Love, will be directly compensated for approximately 26 full (8 hour) days of work on the project (2017 Salary: \$69,200 , including Housing Allowance).
Director of Operations	\$3,000	\$2,000	\$1,000	Director of Operations, Jackie Parks, will be directly compensated for approximately 29 full (3 hour) days of work on the project (2017 part-time wage: \$18/hour)
Program Staff - FT	\$14,000	\$7,000	\$7,000	The 7 Full-Time Program Staff and 10 Part-Time Program Staff will be compensated in part from the proposed budget, with supplemental compensation coming from previously established personal-support.
Program Staff - PT	\$10,000	\$5,000	\$5,000	
<b>TOTAL Personnel</b>	<b>\$32,000</b>	<b>\$18,000</b>	<b>\$14,000</b>	
<b>Fringe Benefits</b>	<b>\$3,200</b>			
<b>TOTAL Fringe</b>	<b>\$3,200</b>	<b>\$1,800</b>	<b>\$1,400</b>	
<b>Travel</b>				
Domestic Flights	\$45,000	\$45,000		Domestic flights for 45 guests (at \$500) for the two (2) national Conferences
Accommodations	\$7,500	\$7,500		For conference guests (\$150 for two nights, 25 rooms for each conference—some guests will be accommodated by hosts in the Raleigh-Durham area)
Local Travel	\$1,500		\$1,500	Local travel for Local Activations including planning meetings and CVE networks development.
<b>TOTAL Travel</b>	<b>\$54,000</b>	<b>\$52,500</b>	<b>\$1,500</b>	
<b>Equipment</b>	<b>\$0</b>			
<b>Supplies</b>				
Conference Food	\$5,738	\$5,738		Meals and snacks at two (2) Conferences (total of 10 meals for 45 guests at \$13 a meal)
Printing/Copying	\$750	\$300	\$450	

**A Lived Counter-Narrative Project Budget Detail • Peace Catalyst International**

Fiscal Year 2016 Countering Violent Extremism Grant Program • Department of Homeland Security

Local Supplies	\$15,000	\$15,000	Supplies needed for local projects (20 projects at \$750 each) such as printing/copying, food, other hospitality costs, presentation materials. Local Activation supplies costs will vary based on local program design and must be approved by Director of Operations. Projects in need of additional funds will secure supplemental funding elsewhere.
<b>TOTAL Supplies</b>	<b>\$21,488</b>	<b>\$6,038</b>	<b>\$15,450</b>
<b>Construction Contractual</b>	<b>\$0</b>		
Speakers	\$6,000	\$6,000	Honorariums for speakers and facilitators at two (2) national Conferences
Local Program Trainers	\$4,500	\$4,500	Honorariums for speakers and facilitators at Local Activations (15 speakers for \$300 each)
Other contracts	\$1,000	\$1,000	Contracts for other trainers or consultants
<b>TOTAL Contract</b>	<b>\$11,500</b>	<b>\$7,000</b>	<b>\$4,500</b>
<b>Other</b>			
Conference Facility	\$6,000	\$6,000	Provided in-kind by Duke University
Communications	\$600	\$400	Expenses related to online publishing costs
Miscellaneous	\$1,000	\$600	\$400 Various expenses directly related to project
<b>TOTAL Other</b>	<b>\$7,600</b>	<b>\$7,000</b>	<b>\$600</b>
<b>Total Direct Charges</b>	<b>\$129,788</b>	<b>\$92,338</b>	<b>\$37,450</b>
<b>Indirect Charges</b>			
Accounting Fees	\$13,500	\$8,000	\$5,500 Accounting Fees related to project administration and required financial audit preparation
<b>TOTAL Indirect</b>	<b>\$13,500</b>	<b>\$8,000</b>	<b>\$5,500</b>
<b>TOTAL PROJECT COSTS</b>	<b>\$143,288</b>	<b>\$100,338</b>	<b>\$42,950</b>

**BUDGET NARRATIVE**

Budget Category	Federal Request	Non-Federal Amounts	Total
A. Personnel	\$25,000	\$7,000	\$32,000
B. Fringe Benefits	\$0	\$3,200	\$3,200
C. Travel	\$40,000	\$14,000	\$54,000
D. Equipment	\$0	\$0	\$0
E. Supplies	\$12,000	\$9,488	\$21,488
F. Construction	\$0	\$0	\$0
G. Consultants/Contracts	\$7,000	\$4,500	\$11,500
H. Other	\$1,500	\$6,100	\$7,600
<b>Total Direct Charges</b>	<b>\$85,500</b>	<b>\$44,288</b>	<b>\$129,788</b>
I. Indirect Charges	\$9,500	\$4,000	\$13,500
<b>TOTAL PROJECT COSTS</b>	<b>\$95,000</b>	<b>\$48,288</b>	<b>\$143,288</b>

**Cost Effectiveness**

PCI's ongoing community betterment initiatives and existing local presence around the U.S. allows us to collaboratively operate the Local Activations alongside partners with whom we have pre-existing relationships. This reduces costs associated with team-building and network development. Additionally, because of our highly relational model, PCI overall operations expenses are primarily human resources. Therefore, expenses related to extra supplies are minimal.

**Sustainability**

PCI has a healthy base of funding. Income streams include the following: Individuals (majority small gifts)—65%, Churches—25%, Foundations—5%, Other—5%. Current funding goals include expanding base of Foundation sources. Requests pending (or to be written) with the following foundations: Alwaleed Philanthropies, Kings Grant Foundation, Compton Foundation, El Hibri Foundation, and Bridgeway Foundation among others. At the conclusion of the grant, PCI plans to continue funding CVE-related programming among all our cities, with the expectation of expansion based on these diverse funding streams.